



Porsche Cars Australia Pty Ltd

Privacy Collection Notice and Privacy Policy

Privacy Collection Notice

Please read the following important information before submitting your personal information

Porsche Cars Australia Pty Ltd ABN 67 004 327 048 (referred to as "**PCA**", "**we**", "**us**" or "**our**") is collecting your personal information for the primary purpose of responding to your enquiry and / or fulfilling your order or request. Failure to provide accurate personal information will prevent us from doing so.

We may disclose your personal information to third parties, such as service providers that provide services on our behalf including payment processors, roadside assistance providers and Official Porsche Centres. Your personal information may also be disclosed where required by law. Your personal information may also be shared with our related companies, including those located in Germany, Asia and the USA.

We may use your personal information to conduct market research and send you marketing information about Porsche model launches, Porsche Lifestyle events, vehicle financing and other related products and services. We may also use your personal information to grant you access to the Porsche Digital Service Infrastructure and other digital services.

Further information about our privacy practices and procedures is contained in our Privacy Policy set out below. If you would like to seek access to or correct your personal information, or make a privacy complaint, please refer to our Privacy Policy for further details.

Contact: Manager, CRM & Customer Relations

Telephone: 1800 711 911

Postal address: Porsche Cars Australia Pty Ltd, 109-111 Victoria Parade, Collingwood VIC 3066

Email address: privacy@porsche.com.au

Privacy Policy

1. Introduction

Porsche Cars Australia Pty Ltd (ABN 67 004 327 048) (referred to as "**PCA**", "**we**", "**us**" or "**our**") is committed to protecting your personal information in accordance with the Privacy Act 1988 (Cth) (**Privacy Act**) including the Australian Privacy Principles (**APPs**) set out in the Privacy Act. This Privacy Policy explains how PCA handles your personal information and how to contact us if you have any queries about our handling of your personal information. Personal information is information or an opinion, in any form and whether true or not, that identifies an individual.

PCA imports Porsche vehicles into Australia, which are distributed to its dealers, known as "Official Porsche Centres" (**OPC**) for sale to consumers.

2. Collection of personal information

PCA will not collect personal information about you unless that information is reasonably necessary for one or more of our functions or activities. PCA will collect personal information only by fair and lawful means, including from third parties, websites, social media channels, email or personal meetings with you. The personal or sensitive information we may collect includes your:

- contact and personal details (e.g.: your phone number, credit card, home/email address);
- responses to customer satisfaction and market research surveys; and
- current and past interactions with us, as well as your personal preferences, vehicle, warranty and service details.

When PCA collects personal information directly from you, we will take reasonable steps at or before the time of collection to ensure that you are aware of certain key matters, such as:

- the purposes for which we are collecting the information;
- the organisations (or types of organisations) to which we would normally disclose information of that kind;
- the fact that you are usually able to access the information; and
- the identity of our organisation and how to contact us.

PCA will collect information directly from you where it is reasonable and practicable to do so, for example, when you:

- register to attend a Porsche event;
- reserve a vehicle advertised by an OPC;
- rent a Porsche vehicle;
- register to create an account on one of our websites or an OPC's website;
- make a purchase on one of our websites; or
- manage or change your account information.

Where you provide personal information about other individuals to us (eg about your family or friends), we rely on you to inform them that you are providing the information to us and to refer them to our Privacy Policy.

Your personal information will ordinarily only be collected from third parties if it is unreasonable or impractical to collect that personal information directly from you. Where PCA collects personal information about you from third parties, we will take reasonable steps to ensure that you are made aware of the details set out above.

In general, there is no law which specifically requires us to collect particular information from you. In general, if all or part of the information is not collected by us, we will not be able to provide you with the relevant product, service or information.

3. Use and disclosure of personal information

If PCA uses or discloses your personal information for a purpose (secondary purpose) other than the main reason for which it was originally collected (primary purpose) to the extent required by the Privacy Act we will ensure that:

- the secondary purpose is related to the primary purpose of collection, and you would reasonably expect that PCA would use or disclose your personal information in that way; or
- you have consented to the use or disclosure of your personal information for the secondary purpose; or
- the use or disclosure is required by an enforcement authority or authorised by or under law.

PCA collects, uses and discloses your personal information in relation to:

- registering, setting up and managing customer accounts;
- the sale or marketing of automotive events, merchandise, products or services to you (including fulfilling orders for accessories and processing transactions);
- the financing, servicing or repair of those products;
- granting you access to the Porsche Digital Service Infrastructure and other digital services; and
- associated administrative purposes.

Specific activities PCA undertakes include processing your orders, sending you order confirmation and welcome kits, administering warranty claims, conducting market research (discussed further below), sending you information about Porsche model launches or Porsche Lifestyle events, vehicle financing, Porsche Drive services and other digital services and/or activities related to any of PCA's offerings.

PCA may disclose your personal information as permitted by law or to third parties for one or more of the above purposes e.g:

- external contractors such as our roadside assistance provider, payment processors (such as Adyen), mailing houses, event service providers and advertising agencies;
- delivery service providers, such as Australia Post and couriers;
- related companies of PCA in Australia and in other countries, such as our parent company, Dr. Ing. h.c. F. Porsche AG ("**Porsche AG**") in Germany; or
- an OPC.

PCA may share your personal information with Porsche AG's suppliers who provide services to Porsche AG's related companies, including PCA.

Your personal information may be disclosed to:

- our professional advisors including lawyers, accountants, tax advisors and auditors; and
- to fulfil legal requirements or obligations, such as to respond to requests from law enforcement agencies.

PCA requires external contractors to comply with PCA's requirements in relation to confidentiality and privacy.

PCA reserves the right to transfer information (including your personal information) to a third party in the event of a sale, merger or other transfer of all or substantially all of the assets of PCA provided that the third party agrees to adhere to the terms of this Privacy Policy and handle personal information in accordance with the APPs.

Market Research and Customer Satisfaction Surveys

PCA may use and disclose your personal information in respect of market research and customer satisfaction surveys, which we conduct in conjunction with Porsche AG. These surveys (which may be in the form of questionnaires or interviews) are carried out to generate insights into individual customer satisfaction or general preferences and ideas of (potential) customers. The surveys assist Porsche AG and PCA with the further development of products, services and care services, to improve product quality and to eliminate errors and faults by analysing customer feedback.

- Questionnaires

Participation in questionnaires is voluntary. As a rule, these are generally conducted online.

If you participate in an online questionnaire, your personal information is processed, such as an individual ID, in order to send you an individualised participation link, to determine the status of your processing (completed/not completed), and, if necessary, to remind you again via email if you do not complete the study. This is done in the interest of enabling the use of the survey website, ensuring its technical functionality on a permanent basis and making participation convenient, including reminding you of surveys that you have not completed.

The survey data collected from you is generally stored in pseudonymized form, for example, by storing the characteristics of your vehicle such as the vehicle identification number (VIN). If you provide further personal information, such as your name, address and contact details, as part of the survey, Porsche AG and/or PCA will store these together with your survey data. If you also give separate consent to further processing, such as subsequent contact, you can find the purposes of further processing of your personal information in the respective declaration of consent.

For some of our studies, Porsche AG and/or PCA also ask you for separate consent to provide further personal information or contact details so that we can invite you to follow-up surveys if necessary.

- Studies by means of Interviews

Participation in interviews is voluntary. These can be conducted online or in person.

If you participate in online interviews, personal information is processed, such as an individual ID, in order to send you an individualized participation link. Some functions of the online interviews require authorization to access your end device (e.g. access to your microphone or camera). The granting of authorization is voluntary. The authorizations remain active as long as you have not reset them in your end

device by deactivating the respective setting. Porsche AG processes this data to enable the use of the interview software, ensuring its technical functionality on a permanent basis and making participation convenient. You cannot take part in an online interviews without granting the necessary authorizations to access your end device and providing the above-mentioned data.

During the interviews, written notes and other documents containing information relevant to the study as well as, with your separate consent, image, film and sound recordings, if applicable, will be created ("**survey data**"). These are processed for the evaluation of the results. This includes, in particular, the preparation of presentations and reports. If necessary, the findings will also be used to compare them with the results of other studies.

The survey data collected from you during the interviews will be stored in a personalized form. If you have given your consent, this also includes image, film and sound recordings. Further processing is carried out – where possible and appropriate – if necessary, in an anonymised or de-identified form, i.e., for example by making personal characteristics unrecognizable in image and film recordings or by distorting sound recordings.

4. Data quality and security

To the extent required by the Privacy Act, PCA will take reasonable steps to:

- make sure that the personal information that we collect, use and disclose is accurate, complete and up to date;
- store the personal information that we hold to protect it from misuse, interference and loss and from unauthorised access, modification or disclosure; and
- destroy or permanently de-identify personal information that is no longer needed for any purpose that is permitted by the Privacy Act.

PCA assumes no responsibility for the privacy practices of other organisations or websites (for example, those of third parties selling Porsche vehicles) even if a user is able to access those websites through the PCA website. PCA encourages users to review the privacy policies of any website before disclosing personal information.

5. Cookies & Consent

PCA websites use DoubleClick and Google Analytics, being internet advertising and analytics services provided by Google, Inc. (**Google**). Google uses "cookies", which are text files placed on your computer, to help analyse how users use our site.

The information generated by the cookie about your use of the website (including your anonymous IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google.

PCA may share the Google data with our third party service providers and the data may be used to optimise marketing or advertising initiatives. Every time you visit our website, certain customised information and advertising may be delivered to you based on the data stored in the cookies.

You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website.

By accepting the terms of this Policy and using this website, you expressly consent to:

- the collection, storage, use and disclosure of your personal information for each of the purposes and to all parties referred to in this Policy; and
- the processing of data about you by Google in the manner described in [Google's Privacy Policy](#) for the purposes set out above. To provide visitors more choice on how their data is collected by Google, Google developed the [Opt-out Browser Add-on](#). By installing this Add-on, your data will not be sent to Google Analytics.

6. Openness and accountability

PCA will make this Privacy Policy available upon request. We will also let you know what sort of personal information we hold, for what purposes and how we collect, hold, use and disclose that information.

7. Your rights in respect of your personal information

Please contact PCA if you would like to exercise your right to access or correct the personal information that we hold about you. PCA will generally provide you with access to your personal information (although an administration fee may be imposed for responding to your access request). PCA will take reasonable steps to amend any personal information about you which is inaccurate or out of date.

In some circumstances, PCA may not permit access to your personal information or may refuse to correct your personal information (in which case we will provide you with written reasons for this decision).

You also have additional rights in respect of your personal information held by Porsche AG (which are set out at the end of this Policy).

8. Disclosure of personal information to overseas recipients

If PCA transfers your personal information to other organisations outside Australia, we will comply with the requirements of the Privacy Act that relate to transborder data flows.

PCA may disclose your personal information to related bodies corporate of PCA (such as Porsche AG) and third party service providers outside of Australia, including those located in Germany, Asia and the USA. Those related bodies corporate of PCA and third party service providers will handle your personal information for the purposes set out in section 3 of this policy.

9. Contact and further information

Please contact us if you have any queries about the personal information that PCA holds about you or the way we handle that personal information, including if you wish to opt out from receiving any communications from us. Our contact details for privacy queries are set out below:

Contact: Manager, CRM & Customer Relations

Telephone: 1800 711 911 **Postal address:** 109-111 Victoria Parade, Collingwood VIC 3066

Email address: privacy@porsche.com.au

Further information about the Privacy Act and APPs can be found at the website of the Office of the Australian Information Commissioner at www.oaic.gov.au.

10. Concerns or Complaints

Please contact us using the above details if you have any concerns or complaints about the manner in which your personal information has been collected or handled by PCA. If you raise a concern or complaint about privacy, we will try and investigate it and respond to you within 30 days. If you are unhappy with our response, you can contact the Information Commissioner on (1300) 363 992 or visit www.oaic.gov.au.

11. Changes to our Privacy Policy

We may vary this Privacy Policy from time to time. This will be done by way of an update to our website to include any changes to this Privacy Policy. Where changes are material, we will provide you with reasonable notice before the changes take effect. By continuing to use our website, purchase our goods, use our services or provide us with your personal information, you:

- represent and warrant that you will read any updated versions of this Privacy Policy; and
- will be taken to have accepted the most recent version of our Privacy Policy.

12. Your rights in respect of your personal information held by Porsche AG

In respect of your personal information held by Porsche AG, you have the following additional rights:

- **Right to information:** You have the right to receive information about the data Porsche AG has stored about you.
- **Restriction of processing:** You can request Porsche AG (provided the legal requirements are met) to restrict the processing of your data.
- **Data portability:** If you have provided Porsche AG with data on the basis of a contract or consent, you may, if the legal requirements are met, request that you receive the data you have provided in a structured, common and machine-readable format or that Porsche AG transfers it to another responsible party.

- **Objection:** You have the right to object to data processing by Porsche AG at any time for reasons arising from your particular situation, insofar as this is based on the protection of legitimate interests. If you exercise your right to object, Porsche AG will stop processing unless it can demonstrate compelling legitimate grounds for further processing that override your rights and interests.
- **Objection to direct marketing:** If Porsche AG processes your personal data for the purpose of direct marketing, you have the right to object to it processing your data for this purpose at any time. If you exercise your right to object, Porsche AG will stop processing for this purpose.
- **Revocation of consent:** If you have given Porsche AG consent to process your personal data, you can revoke this consent at any time with effect for the future. The lawfulness of the processing of your data until the revocation remains unaffected.

To exercise any of the above rights, please contact Porsche AG's data protection officer as follows:

Dr. Ing. h.c. F. Porsche AG
Data Protection Officer
Porscheplatz 1
70435 Stuttgart
Germany

Contact: <https://www.porsche.com/privacy-contact/>

Policy last updated: August 2024